

Consolidated Television Anti-Corruption Campaign Reach Report

Nigeria Governance and Corruption Survey Study Task Order

Between March 10 and September 29, 2003, the Nigerian Television Authority (NTA), according to its transmission certificates (on file), broadcast 26 times (25 minutes each) the weekly ICPC program. These programs, transmitted at prime time (8:00 to 8:30 pm) incorporated the broadcast of two cycles of the anti-corruption vignettes (ranging in duration from 4:30 to 8:00 minutes) developed as part of the “Corruption Must Go” campaign. Also during this period, NTA broadcast the 60 second Corruption Must Go Public Service Announcement (PSAs) 63 times (a few as part of the ICPC program), with the bulk of the PSAs being beamed at 9:00 pm (regarded as prime time) and 10:05 pm. Since NTA has national coverage and the ICPC programs and most of the PSAs were aired in prime time, the campaign achieved a very broad national reach.

In the Lagos/coastal region where the bulk of Nigeria’s population resides, the coverage was even more substantial. Aside from the coverage provided by NTA, according to Channels Television transmission certificates (incomplete set on file), the vignettes were broadcast on average 25 five times per month and the PSAs 150 times per month, or five times a day over a six-month period. That means that Channels broadcast the vignettes 150 times and the PSAs 900 times during the April to September 2003 period.

In total, the television campaign included the broadcast of the vignettes 176 times and the PSAs 963 times. According to C&A’s internationally documented media files, television reach in Nigeria is in excess of 70 percent of households weekly, or more than 10 million households. Given this exposure, we estimate that the “Corruption Must Go” TV campaign reached 50 percent or more of Nigerian households, or tens of millions of people every week for six months. By commercial standards, this would be considered a very successful TV advertising campaign.

While it is difficult to estimate what it would have actually cost to conduct the campaign had all the air time being purchased, it can be safely assumed that the amount would have been quite substantial even in a country like Nigeria with a limited TV advertisement market, grossly estimated in 1996 at close to US\$30million. The NTA published commercial rate is approximately US\$250 per minute. Even with a 50 percent discount, it would have cost close to US\$125,000 to broadcast the 963 PSAs that were aired. To that estimate the cost of broadcasting the vignettes should be added. Thus, it can be conservatively estimated that the cost of the free air time provided by NTA and Channels Television exceeded US\$250,000. On this score, and particularly on a per capita cost basis (less than a penny per viewer per exposure), the campaign did remarkably well and continuously reinforced the anti-corruption message over an extended period of time.